GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:4156
ANSWERED ON:14.12.2001
PRODUCTION EXPORT OF TEA
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government have taken any fresh steps to increase the production of orthodox tea in the country keeping in view the preference of major tea consuming countries to orthodox tea than the CTC tea;

(b) if so, the details thereof;

(c) whether India has identified some new areas in Russia, Pakistan, Iran, Iraq, UAE and Saudi Arabia for export of tea;

(d) if so, the quantity of tea exported to each of these countries during the current year so far;

(e) whether the export of tea is on the declining trend due to American attack on Afghan;

(f) if so, the extent to which foreign exchange earnings from tea export is likely to be affected;

(g) whether the Tea Board has been inactive in ensuring proper economic environment for tea sector; and

(h) the steps proposed by the Government to ensure that the Tea Board is activated?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) & (b) : Government/Tea Board has implemented various developmental schemes under which financial assistance is provided to the growers for increasing production and productivity of tea in the country including orthodox tea. In addition, Government has recently approved scheme for rapid conversion of bought-leaf factories currently engaged in production of CTC tea into dual or orthodox tea manufacturing units.

(c)&(d): Yes Sir. Tea Board/Government have identified countries like Russia, Pakistan, Iran, Iraq, UAE and Saudi Arabia among thrust markets for intensive export promotion efforts. The details of export of tea to these countries during the current year are given below :-

Quantity (M. Kgs.)

Country	Financial Year@ (April to Aug. 2001)	Calendar Year@ (Jan. to Aug. 2001)
Russia	30.34	46.71
Pakistan	00.44	02.09
Iran	01.00	02.52
Iraq	04.01	06.95
UAE	08.96	13.66
Saudi Arabia	00.88	00.93

(Estimated) @

(e) &(f): As per the preliminary report given by Tea Board, tea traders and importers of Dubai and UAE region are facing major

problems with the onset of the war due to sudden decrease in demand for tea, longer shipping time and consequent cancellation of orders causing some heavy losses to business establishments in the region. Impact of the war on Indian tea exports could be known only when export figures from October onwards are available.

(g) & (h): No, Sir. Tea Board has been actively engaged in increasing production, productivity, quality and exports of tea from the country. With the view to increase production, Tea Board has implemented various developmental schemes under which financial assistance is provided to the industry. In order to promote exports, Tea Board has taken various steps which include registration of Tea Board logo and specialty Tea Logo in major tea importing countries, participation in major trade fairs/exhibitions abroad; lending promotional support to Indian exporters in marketing Indian brands, field sampling at specialty stores and in principal markets; media campaign to increase consumer awareness of specialty Indian teas, exchange of tea delegations etc.

In order to help the Board carry out its objectives, Government has been providing annual budgetary support to the Tea Board.Also, Government reviews the activities of the Board and the developmental schemes on a continuing basis.